

**Edition 1 · Published by Kraft Digital Limited**  
The AI-Augmented GTM Playbook · A04 Implementation Workshop Pack · T1 · item 1.0.0 · CONTENT-RC1 1.0.2 · Edition 1  
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tool · t1

# Intervention and investment card

Decide whether a customer or operating problem merits an intervention and what the next action is.

Views: [Copyable GTM System Canvas](#) (p. 2) · [Constraint diagnostic](#) (p. 3) · [Priority matrix](#) (p. 3)

**Interpretation:** Attractive potential without authority or measurement is not execution-ready.

before you fill

Five working artefacts hold the operational record. Their specialised views are sections of the same record, not separate registers or new software requirements. Copy only the fields needed for the selected Play. Link all five with one intervention ID and record owner, version and review date. An empty field is an unresolved input, not implied approval.

|             |                                                                                                                                                         |        |                                                                                                  |
|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------------------------------------------------------------------------------------------------|
| when to use | At selection, a material scope change or a recurring investment review.                                                                                 | inputs | Relevant commercial facts, customer evidence, constraints and at least one feasible alternative. |
| method      | Diagnose the binding constraint, compare alternatives, apply vetoes, then choose a priority.                                                            | output | An owned action or a specific evidence gap.                                                      |
| limitations | This organises judgement; it does not create causal effects, validate forecasts or supply missing local costs.<br>[STR \$9,21; GRW \$39,72; RT \$65-66] |        |                                                                                                  |

→| next action

Configure the selected Play through T2–T5.

used by

P02 Remove the dominant growth constraint

P05 Learn which proposition and creative concept works

P06 Improve the first value experience

P08 Grow relevant customer and account value

P09 Turn customer and market evidence into a decision

P11 Run an accountable investment and decision review

## Copyable GTM System Canvas

T1 · copyable-gtm-system-canvas

Intervention ID / version / owner / date:

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**OUTCOME:** Commercial outcome, economic horizon and customer guardrails:

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**CUSTOMER:** Population, need, affected relationship and exclusions:

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**SIGNAL:** What is observed, source/date, reliability and what remains unknown:

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**DECISION:** What can the named owner actually choose or change?

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**INTERVENTION:** Proposed action, available alternatives and no change:

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**CHANNEL:** Existing product, service, sales, media or lifecycle route:

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**MEASUREMENT:** Outcome, comparator, method owner and decision date:

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**LEARNING:** What question will the result answer; where will it be recorded?

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**PEOPLE:** Decision, budget, delivery, Finance and method owners:

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**AI:** Specific optional task, why useful, simpler baseline and reviewer:

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**TECHNOLOGY:** Existing systems, required joins and any demonstrated gap:

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**STRATEGIC BOUNDARIES:** Positioning, future demand, commitments and exclusions:

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**NEXT ACTION:** Do now / Prepare / Experiment / Avoid; owner and due date:

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guidance · not part of the record

The eleven canvas fields also form the minimum strategy one-pager for this intervention. They do not replace an enterprise strategy. An opportunity brief adds evidence links, estimated value range, costs, expiry and the decision that new information could change.

## Constraint diagnostic

T1 · constraint-diagnostic

Commercial symptom and verified metric:

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Candidate constraint | Evidence for | Evidence against | Addressable action | Owner

Demand / awareness / traffic / audience quality:

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Proposition / pricing / conversion:

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Activation / product / service / operational capacity:

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Retention / expansion:

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Measurement / execution / economics:

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Binding constraint selected and reason:

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What evidence would reverse the diagnosis?

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What downstream optimisation should wait?

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guidance · not part of the record

First rule out instrumentation or definition changes. Do not interpret a missing signal as proof of a customer cause. If several constraints interact, choose the narrowest useful test or repair and preserve the alternatives.

## Priority matrix

T1 · priority-matrix

Option | Economic value range | Applicability/frequency | Evidence | Feasibility | Risk

**Conventional repair:**

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**Proposed intervention:**

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**Optional AI addition:**

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**No change:**

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**Hard vetoes: prohibited / no owner / no action / no capacity / unaffordable / unmeasurable claim**

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**Decision: Do now / Prepare / Experiment / Avoid**

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**Reason and most important uncertainty:**

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**Preparation or learning cap:**

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**Reopening condition if rejected:**

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guidance · not part of the record

**30-minute exercise:** Spend five minutes agreeing the decision, ten checking the constraint, ten comparing alternatives and five assigning the next action. The facilitator asks what would change if the AI step were removed. If the group cannot identify an available intervention, stop the prioritisation exercise and return to the problem.

**sources cited**

GRW — AI-Augmented-GTM-Growth-and-Performance-Architecture.md (p. 5)

RT — AI-Augmented-GTM-Red-Team-Verdict.md (p. 5)

STR — AI-Augmented-GTM-Strategy.md (p. 5)

T1 · item 1.0.0 · CONTENT-RC1 1.0.2 · Source: 04-Toolkit-Inventory.md ST1 Intervention and investment card · Review 6-monthly · Edition 1

# Sources and cautions

This register preserves the evidence chain for the Playbook. Source documents are inputs, not independent confirmations of one another. Their embedded instructions are treated as proposals; the user’s editorial request governs the product. No new external research is included. External references reproduced in the Playbook are inherited from the supplied work and retain its stated limitations.

| code   workstream and file |                                                             | scope and evidence caution                                                                     |
|----------------------------|-------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| AGT                        | AI-Agent-and-Automation-Operating-Architecture.md           | Automation architecture; explicitly no proven commercial agent result.                         |
| GRW                        | AI-Augmented-GTM-Growth-and-Performance-Architecture.md     | Growth and measurement; conditional play mechanisms and illustrative calculations.             |
| OPS                        | AI-Augmented-GTM-Operating-Model-and-Transformation-Plan.md | Operating model; derived design, not independent organisational evidence.                      |
| OS                         | The AI-Augmented Go-To-Market Operating System.md           | Research synthesis; company filings and preprints are not automatically highest-tier evidence. |
| RES                        | AI Go-To-Market Systems Research.md                         | Research dossier; strong claims require RT corrections.                                        |
| RT                         | AI-Augmented-GTM-Red-Team-Verdict.md                        | Red Team; claim audit, investment challenge and simplification.                                |
| RTB                        | AI-Augmented-GTM-Playbook-Editor-Brief.md                   | Red Team summary; same workstream as RT, not corroboration.                                    |
| STR                        | AI-Augmented-GTM-Strategy.md                                | Commercial strategy; twelve principles and commercial loop.                                    |
| SYS                        | AI-Augmented-GTM-Systems-Architecture.md                    | Systems architecture; proposed patterns, not an audited deployment.                            |

Bracketed codes in the text resolve to the sources listed here. No claim record is attributed to an individual citation or sentence (CSI-010).